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COKER 100

WILT RESISTANT

1948 SEASON

COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS

HARTSVILLE, S.C.



RETURN POSTAGE GUARANTEED

1948 SEASON

COKER 100 WILT RESISTANT

1947 BREEDER FOUNDATION STOCK

COKER'S PEDIGREED SEED CO.

HARTSVILLE,



SOUTH CAROLINA

The South's Foremost Seed Breeders

COKER 100 WILT (1947)

1947 BREEDER FOUNDATION STOCK

An $1\frac{1}{32}$ " to $1\frac{3}{32}$ " cotton combining a high degree of resistance to Fusarium Wilt, excellent picking qualities, extra earliness, and high yield.

The best evidence that we have of the satisfactory performance and wide adaptability of our Coker 100 Wilt for both wilt and non-wilt



TO OUR CUSTOMERS

We, of Coker's Pedigreed Seed Company, are gratified with the general acceptance of our cottons in the Southern Cotton Belt. We feel that it is a trust placed in us that can only be satisfied by the

continuance of our breeding program to furnish better and more productive cotton with emphasis on dollar return to the grower and manufacturer.

As the need for resistance to new diseases arises, or as a new quality is demanded by consumers, we feel that our wealth of breeding material, combined with the "know-how" of 45 years of plant breeding, can meet that need or demand.

It is our pledge to you that we will accept this responsibility and work shoulder to shoulder with the cotton farmer in the never ending fight to keep cotton in its rightful place as leader among textile fibres.



lands, is its general acceptance by the farmers of the Southern Cotton Belt. Based on reports received from Extension Cotton Specialists, not less than $2\frac{1}{4}$ million acres were planted to this variety in 1947. Since this cotton was first offered for sale only six years ago, the acreage now planted is even more significant.

Fusarium Wilt, already a serious problem in much of the cotton belt, is becoming more of a problem in the Piedmont areas of the Carolinas, in Georgia and in the Mississippi River Valley. Our 1947 Breeder Stock Coker 100 Wilt cotton is our answer to the demand for a full length, highly productive variety equally well adapted for planting on either wilt or non-wilt soils, and especially suited for a program of mechanized production and machine picking.

Our 1947 Coker 100 Wilt cotton is the result of 16 years of extensive selection, and the testing of many thousands of plants on wilt infested soils. Selections have been made on the basis of wilt resistance, yield, staple, picking quality, storm resistance, fibre strength and spinning quality.

Coker 100 Wilt Widely Adapted

Coker 100 Wilt is the most dependable and widely adapted cotton we have bred, performing uniformly well from the Carolina Coastal Plains to the Mississippi Delta, and the Rio Grande Valley on both wilt and non-wilt soils.

Here at Hartsville where, on some of our lands cotton has been grown almost continuously for 100 years, we are fortunate in having soils heavily

(Continued on page 4)

Below—W. G. Smith and W. G. Smith, Jr., of Johnston, S. C., show their field of Coker 100 Wilt to R. W. McCreight, Coker Dealer for Edgefield County. This field is entered in the 1947 S. C. 5-acre Cotton Contest and from advance reports has a good chance to win a prize. Young Mr. Smith is the third generation of that family to grow Coker

cottons exclusively. His father and grandfather have won eight different prizes in the S. C. 5-acre Cotton Contest since its beginning in 1926.

Right—Note wide, fluffy opening of bolls and evenly spaced fruiting branches of this field of 1947 Coker 100 Wilt. Robert R. Coker, Vice-President of the Company, is shown in the field.





COKER 100 WILT

(Continued from page 2)

infested with *Fusarium* Wilt and other diseases. This gives us almost ideal conditions for breeding wilt resistant cottons, and we have taken advantage of the opportunity.

Elimination of Strain Numbers

Year before last we decided on a change in our established method of identifying our varieties of cotton seed, oats, wheat, corn, tobacco, etc., of which we believe our customers will approve. We have eliminated strain numbers on our varieties of seed and instead will identify these varieties by the date or year the seed were produced. As an example: our new Coker 100 Wilt cotton for 1948 planting is being labeled Coker 100 Wilt—1947 Breeder Foundation Stock.

This change was made to avoid confusion between the different strain numbers of the same variety, also to enable our customers to identify the year that the seed were produced for sale by us. We will, of course, continue to improve our Breeder Foundation Stocks each year with our newest and best lines from our wealth of breeding material, and at the same time maintain the standard type and recognized characteristics of the variety. The extensive breeding program is such as to guarantee constant improvement in all desirable qualities.

DESCRIPTION

Plant—Erect, semi-determinate in type. Vigorous with more erect well spaced fruiting branches.

Foliage—Thin, with deeply lobed medium sized leaves.

Season—Very early.

Bolls—Round ovate, slightly pointed, 70 to 72 to pound, open extremely wide and fluff beautifully yet storm resistant.

Lint Length— $1\frac{1}{32}$ " to $1\frac{3}{32}$ " or longer, under good conditions.

Lint Per Cent—37% to 39%.

Character—Excellent, uniform, strong.

Production—High.

Wilt Resistance—High.

Picking Quality—The best. His proven to be especially well suited for mechanical harvesting as well as hand picking.

PRICES: \$14.50 per 100-lb bag, \$255 per ton, F.O.B. Hartsville, S. C., and Memphis, Tenn. All seed re-ginned and treated with Ceresan.

CAUTION—Due to the development of apparently new races of wilt, complicated by adverse seasonal conditions, improper fertilization and the presence in some instances of the deadly meadow nematode, on conscientious breeder can guarantee any wilt resistant cotton to survive on any wilt infested soils.



J. Harvey Neeley of Smith Turnout, S. C., winner of the 1946 S. C. 5-acre Cotton Contest. Mr. Neeley averaged 1655 pounds of lint cotton to the acre ($3\frac{1}{8}$ bales) with Coker 100 cotton. This is the highest yield ever recorded in South Carolina.

1946 Winners in the South Carolina 5-acre Cotton Contest

Name	County	Allowed Yield of Lint in Pounds	Variety
J. Harvey Neeley	Chester	8275	Coker 100
R. E. Williams	Hampton	5540	Coker 100 W. R.
W. M. Wooten	Chester	5505	Coker 100 W. R.
J. M. Moss	Calhoun	5500	Coker 100
Joe Wylie	Chester	5285	Coker 100 W. R.
Albert Dority	Florence	5200	Coker 100
George Cogburn	Bamberg	4905	Coker 100 W. R.
W. F. Barnes	Allendale	4680	Coker 4 in 1

1946 Winners in the North Carolina 5-acre Cotton Production and Quality Contest

STATE WINNERS

Name	County	Allowed Yield of Lint in Pounds	Variety
T. F. Moore	Mecklenburg	7170	Coker 100
E. P. Sauls	Wake	6870	Coker 100 W. R.

DISTRICT I

John Summey	Rutherford	6736	Coker 100
Espy Westmoreland	Mecklenburg	6430	Coker 100
C. J. Goodman	Cabarrus	6220	Coker 100

DISTRICT II

J. J. Sanders	Johnston	5850	Coker 100 W. R.
H. H. Ashley	Robeson	5700	Coker 100 W. R.
Jasper Edge	Cumberland	5075	Coker 100 W. R.

DISTRICT III

C. S. Bunn	Nash	5696	Coker 100 W. R.
Lenard J. Kilian	Warren	5500	Coker 100
Willie Herbert	Halifax	5255	Coker 200

4-H Club Winner For State on Acre Basis

Jack Belk	Union	1355	Coker 100
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Center row shows reduction in yield from planting a non-wilt resistant cotton on land infested with wilt. The two outside rows are Coker 100 Wilt.



EXCELLENT FOR HAND AND MACHINE PICKING

These statements are from three leading Mississippi cotton growers.

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless so designated by a suitable symbol above or preceding the address.

WESTERN UNION

JOHN L. EDGAR
PRESIDENT

SYMBOLS
CL—Day Letter
NL—Night Letter
LC—Cablegram
MT—Cable Night Letter
Rg—Radiogram

The time shown in the date line on telegram and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

CFK14 67 NL CLARKSDALE MISS OCT 8 1947

ROBERT R COKER=

COKER PEDIGREED SEED CO.

PLANTED 5,400 ACRES ONE VARIETY PLANTING COKER 100 WILT= GOOD GERMINATION= SATISFACTORY STANDS= FOLIAGE MEDIUM= FRUITING CLOSE= OPENING EARLY STOPS 1 1/16 TO 1 3/32 INCH IN EXTREMELY HOT SEVENTY FIVE DAY DROUGHTY SEASON= CONSIDERABLE FIVE LOCK BOLLS AND MEDIUM STALK GIVING GOOD FIELD PICKING FOR BOTH HAND AND MECHANICAL PICKING LINT TURNOUT 37% TO 38% EXCELLENT CLASSIFICATION FOR FIBER STRENGTH SHOWN BY COKER 100 WILT=

KING AND ANDERSON INC.

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless so designated by a suitable symbol above or preceding the address.

WESTERN UNION

A. N. WILLIAMS
PRESIDENT

SYMBOLS
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NL—Night Letter
LC—Cablegram
MT—Cable Night Letter
Rg—Radiogram


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CFK25 NL=HEATHMAN MISS OCT 10 1947

COKERS PEDIGREED SEED CO=

GENTLEMEN WE PLANTED OUR ENTIRE COTTON ACREAGE OF 1600 ACRES IN YOUR COKER 100 WILT RESISTANCE VARIETY WHICH HAS PROVEN MOST SATISFACTORY STOP= THIS CROP WAS PLANTED MAY 3RD TO MAY 15 AND WITH GOOD WEATHER CONDITIONS HAS PRODUCED AN AVERAGE OF 605 POUNDS OF LINT COTTON PER ACRE STOP= THE PICKING QUALITIES FOR BOTH HAND AND MACHINE ARE EXCELLENT AND IT WILL PLAY A BIG PART IN OUR MECHANIZATION SET UP STOP= THE LINT PERCENTAGE IS AROUND 38% STAPLE 1 3/32 INCH TO 1 1/8 WITH GOOD GRADE STOP= WE ARE WELL PLEASED IN EVERY WAY AND PLANS ARE ALREADY MADE TO GROW THIS VARIETY FOR 1948=

BILLUPS PLANTATIONS INC BY J C BEARD GEN MGR.



HOPSON PLANTING COMPANY
CLARKSDALE, MISSISSIPPI

R. N. HOPSON JR.
BUSINESS MANAGER

OCTOBER 8th, 1947

OCT 11 1947

COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, S. C.

GENTLEMEN:

I wish to take this opportunity to express to you my enthusiasm for COKER 100 WILT COTTON. AS YOU OF COURSE KNOW THIS IS OUR FIRST YEAR TO PLANT THIS VARIETY OF COTTON. THE RESULTS HAVE BEEN SO OUTSTANDING THAT IT IS OUR INTENTION TO PLANT COKER 100 WILT IN 1948.

TO SAY THAT WE HAVE PRODUCED COTTON THIS YEAR UNDER DIFFICULTIES WOULD BE PUTTING IT MILDLY AND I AM SURE THAT YOU WILL AGREE WHEN I TELL YOU THAT FROM JUNE 12TH OF THIS YEAR UNTIL THIS DATE WE HAVE NOT HAD ONE RAIN OR SHOWER HEAVY ENOUGH TO STOP WORK ON OUR PLANTATION. THIS HAS BEEN THE MOST SEVERE DROUGHT THE WATER HAS EVER EXPERIENCED AND WE ARE MOST PLEASANTLY SURPRISED AT HOW WELL COKER 100 WILT HAS COME THROUGH THIS EXTREME PERIOD WITH A NICE YIELD.


WE ARE PICKING OUR COTTON WITH MECHANICAL HARVESTERS AND FIND THAT THIS COTTON HAS MANY OF THE QUALITIES WHICH FIT INTO SUCH A PROGRAM. THIS COTTON NOT ONLY BEGINS TO OPEN EARLY BUT HAS A TENDENCY TO COMPLETE ITS OPENING EARLY. THIS, PLUS ITS LARGE AND FLUFFY BOLLS, MAKE IT A MOST DESIRABLE COTTON FOR MECHANICAL PICKING. OUR FIELD JOB WITH MECHANICAL HARVESTERS THIS YEAR IS THE BEST WE HAVE EVER HAD AND I AM GIVING COKER 100 WILT A LARGE PORTION OF THE CREDIT FOR THIS CONDITION.

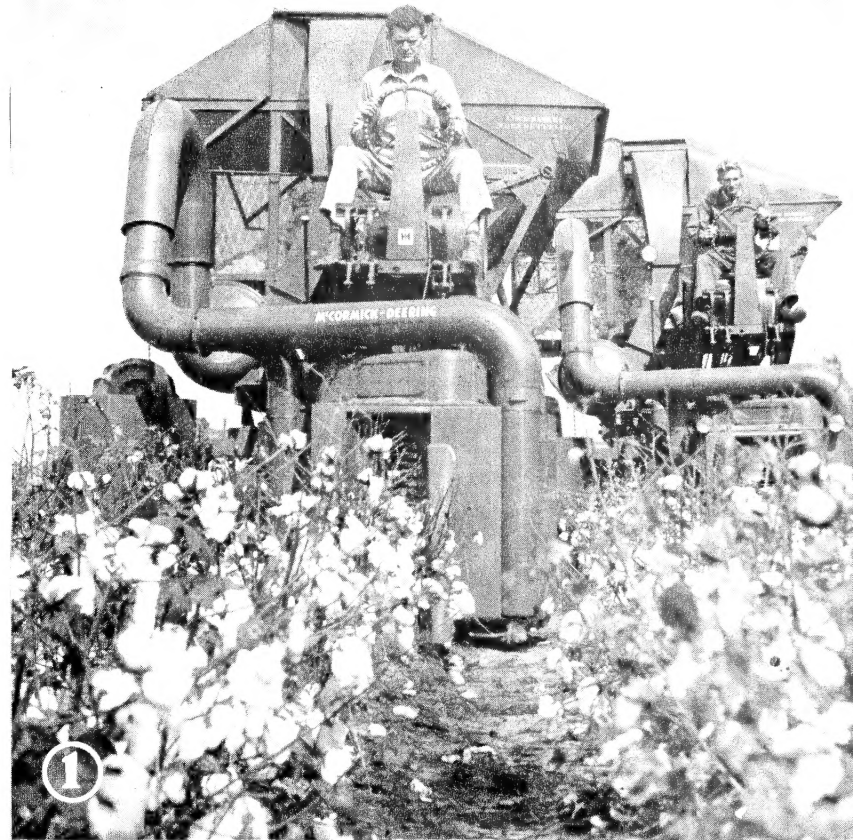
I FEEL SURE YOU WILL BE INTERESTED IN KNOWING THAT WE HAVE RECEIVED COMPLIMENTS FROM COTTON BUYERS ON THE STRENGTH, LENGTH AND CHARACTER OF THIS COTTON. THIS HAS NOT BEEN IDLE TALK BY THE BUYERS FOR THEY HAVE BACKED UP THEIR STATEMENTS BY ACTIVELY BIDDING ON EACH LOT OF COTTON WE HAVE OFFERED FOR SALE. IN OTHER WORDS WE HAVE HAD EXCELLENT DEMAND FOR MECHANICAL PICKED COKER 100 WILT COTTON AND HAVE BEEN HIGHLY PLEASED WITH THE PRICES WE HAVE RECEIVED.

MAY I SAY IN CLOSING THAT THE COTTON PRODUCERS OF THIS COUNTRY ARE INDEED FORTUNATE IN HAVING IN THEIR MIDST SUCH OUTSTANDING BREEDERS AS THE BREEDERS OF COKER 100 WILT.

RESPECTFULLY

R. N. Hopson Jr.
BUSINESS MANAGER FOR
HOPSON PLANTING COMPANY.



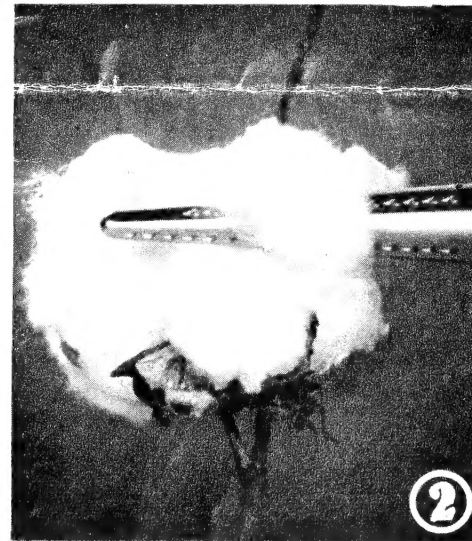


(1) Our two International Harvester High Drum cotton pickers in field of Coker 100 Wilt cotton. Yield records and field studies enable us to determine picking qualities of new strains.

(2) Close-up of cotton picker "finger" pulling Coker 100 Wilt from boll shows how wide, fluffy opening exposes maximum area of cotton to the fast moving spindles.

(3) Coker 100 Wilt has long been recognized for its hand picking qualities. The tied-up sheet and the cotton to the immediate left of it is part of 447 pounds which one of our pickers, Emma Moses, gathered in a day.

(4) "Weighing time" on the Coker farms finds plenty of well filled sheets and smiles on the Pickers' faces.



ROWE WAREHOUSE & FERTILIZER COMPANY
 COTTON AND MERCHANDISE STORAGE
 FERTILIZER MANUFACTURERS
 ATHENS, GEORGIA
 September 29, 1947

BURNSIDE & McDONALD
 CATERPILLARS AND DRAGLINES
 OIL FIELD CONTRACTORS
 NEWELLTON, LOUISIANA

Oct 1st 1947

Mr. R. R. Coker, Vice President,
 Coker's Pedigreed Seed Company,
 Hartsville, South Carolina.

Dear Mr. Coker:

We acknowledge receipt of your letter of September 26,
 relative to results from 1946 Breeder Stock of Coker's 100 Wilt
 Cotton.

We are glad to report that we have had excellent re-
 sults from your cotton this year. It has matured as early as
 necessary and we have had no complaint whatever as to wilt. The
 picking quality is excellent and in spite of the extreme dry weather
 we have had this fall, the staple is running from 1 1/32 to 1 3/32.
 We believe it is better adapted to this territory than any other
 variety planted this year, and we hope you will be able to fill order
 for a car of seed, sent you sometime ago.

With kindest regards and best wishes, we are,

Yours very truly,

ROWE WAREHOUSE & FERTILIZER CO.

By *H. J. Lawrence*

J. S. LAWRENCE & SONS

ROUTE No. 2

Jackson, Tennessee

October 2, 1947

Coker's Pedigreed Seed Company
 Hartsville, South Carolina

Gentlemen:

In addition to the bag of 100 Wilt cotton, 1946 Breeder Stock, which you furnished
 us, we were successful in obtaining another 1,000 lbs. from Russell-Heckle in
 Memphis.

We planted all of this cotton and the results were highly satisfactory. In our
 opinion your cotton compared very favorably with *which we have been using*
 before. It opened slightly earlier, had no wilt, and picking quality was excellent.
 However we did not have a fair season for trial as it was extremely dry here and
 the crop, generally, is short.

Very truly yours,

J. S. LAWRENCE & SONS

J. S. Lawrence, Jr.
J. S. Lawrence, Jr.

**WESTERN
UNION**
 JOSEPH L. EGAN
 PRESIDENT

CLASS OF SERVICE
 This is a full-rate
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SYMBOLS	
DL	Day Letter
NL	Night Letter
LC	Deferred Cable
NLT	Cable Night Letter
SR	Ship Radiogram

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CFK98 PD=ALICEVILLE ALA OCT 10 1947

COKER PEDIGREED SEED CO=

YOUR COKER 100 WILT COTTON SEED VERY SATISFACTORY IN THIS
 AREA. MOST COMMENTS HAVE BEEN FAVORABLE ESPECIALLY AS TO
 PICKING QUALITY AND TURNOUT IN FIELD. FROM OBSERVATION
 THIS VARIETY WILL BE A LEADER IN THIS SECTION=

INDEPENDENT GIN CO.

Coker Pedigreed Seed Co.,
 Hartsville S. C.

Gentlemen,

Out entire cotton crop is planted from Coker
 100 Wilt and will make from one to one and half bales per acre.

We are getting 34% lint and staple from 1 3/32 to 1 1/8
 Have neighbors with two or more kinds of cotton and on the
 Coker they are making over 500 pounds more. The north part of Tensas
 Parish is planted to over 95% Coker Cotton,

Yours very truly,

Burnside and McDonald

By *W. Burnside*

Louisville, Georgia
 October 7, 1947

Coker's Pedigreed Seed Company
 Hartsville, S. C.

Dear Sirs,

In my opinion Coker 100 Wilt Resistant
 is the best cotton seed I have ever planted. The
 yield is most satisfactory with staple better than
 I have ever had.

Very sincerely yours,

J. P. Alexander
J. P. ALEXANDER

H. L. GARY, GENERAL PARTNER

TELEPHONE GREENWOOD, MISS 868 J

WILDWOOD PLANTATION, LTD.

R. F. D. No. 3

GREENWOOD, MISS.

EXPRESS AND FREIGHT OFFICE MONEY, MISS.

September 23, 1947

Dr. George J. Wilds, President,
 Coker's Pedigreed Seed Co.
 Hartsville, S.C.

Dear Dr. Wilds,

Am writing to advise you that we are very highly pleased
 with our 1947 crop produced from your Coker's 100 Wilt
 cotton seed. We have upwards of 3,000 acres planted to
 this one variety in our one variety operation from which
 we are certifying our planting seed as well as our lint.
 We are finding this cotton resistant to wilt and producing
 equally well on our lands inclined to wilt and on our non-
 wilt soils. It looks as if, at the present writing, we
 will produce better than a bale and a half cotton to the
 acre on our lands best adapted to cotton and better than
 a bale to the acre on our marginal cotton lands. This
 cotton is pulling for us 1 3/32 to 1 1/8 in staple length,
 has excellent picking qualities both for hand picking and
 machine picking, has lots of stamina and has withstood
 the adverse weather conditions of the current growing
 season better than any cotton we have observed in our area.

We are pleased to be able to advise you that we think this
 is the best all round cotton we have ever grown and
 congratulate you upon being able to stabilize in this
 strain of cotton all the better characters of your 100 Wilt
 cotton such as good staple length, good spinning quality
 and, most of all, high productivity to such a high degree.
 As soon as you are ready to offer your foundation seed
 from the present crop of this cotton we wish to place an
 order with you for our 1948 requirements.

Yours with regards,

H. L. Gary
H. L. Gary
Wildwood Plantation, Ltd.

1947 Reports on Coker 100 Wilt

From.....

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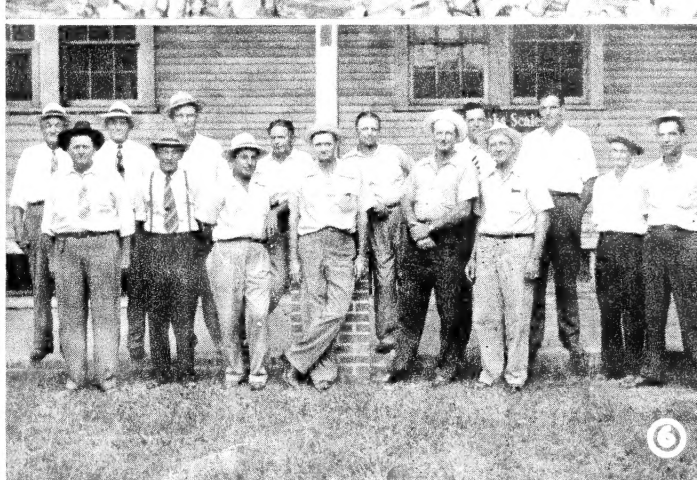
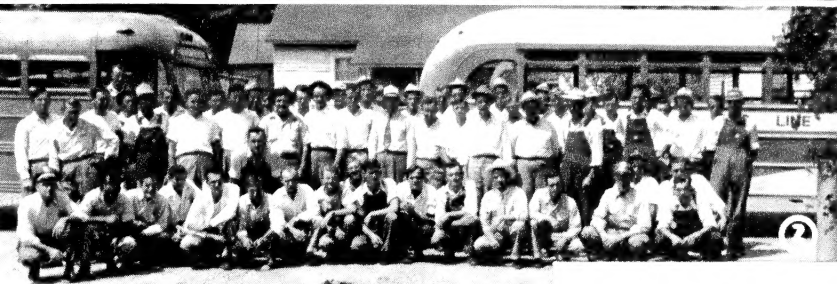
PUT
STAMP
HERE

COKER'S PEDIGREED SEED COMPANY

The South's Foremost Seed Breeders

HARTSVILLE, S. C.

VISITORS



(1) Large group of farmers from Union County, N. C., who came to Coker Farms on trip arranged by County Agent, J. A. Marsh.

(2) Cotton farmers, customers of Morgan & Co. of Shelby, N. C., visit our farms with O. Z. Morgan, Coker Dealer for Cleveland County.

(3) Veterans group from Marion County, S. C., accompany their Agriculture Teacher, C. M. Richardson, on see-and-learn tour of Coker farms.

(4) Rowland County, N. C. Veterans and their teacher, C. E. Morrison. Veterans groups made up nearly half of the thousands of visitors who came to the Coker Farms this year.

(5) Cotton experts examine Coker cotton breeding work. Left to right—Dr. Geo. J. Wilds, President of Coker's Pedigreed Seed Company, Dr. H. W. Barre, Head Pathologist in charge, Cotton Division, U. S. Bureau of Plant Industry, R. E. McLendon, Lee County, South Carolina, cotton grower. R. S. Cathcart, Coker Farm Manager and Plant

Breeder, C. A. McLendon, USDA Cotton Improvement Specialist, U. S. Bureau of Plant Industry, Dr. C. H. Rogers, Coker Plant Pathologist.

(6) C. B. Cannon, Farm Agent from Laurens County, South Carolina, and group of leading farmers from that County.

Below

(1) Business office of Coker's Pedigreed Seed Company.

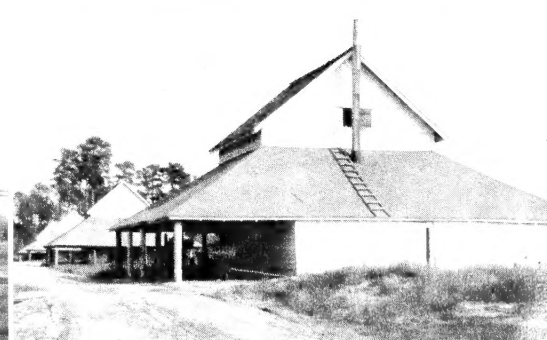
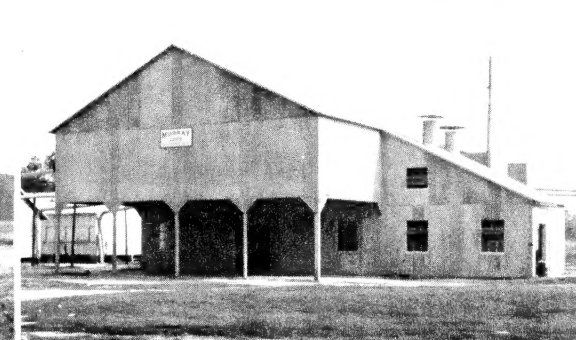
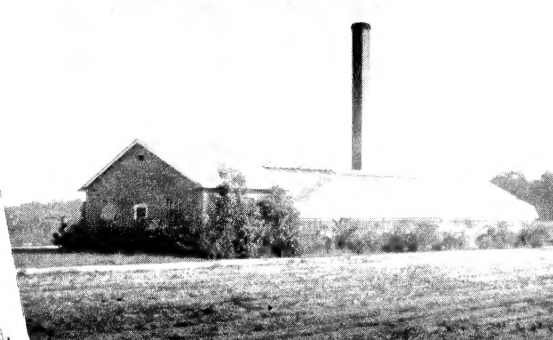
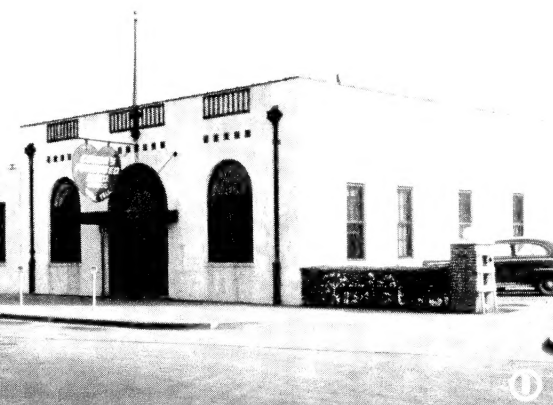
(2) One of our warehouses and seed processing buildings.

(3) Germination room where each lot of pedigreed seed is given careful and accurate germination tests.

(4) Our modern, well designed greenhouse allows us to make winter plantings and gain valuable time in our breeding program.

(5) All pedigreed seed grown at Hartsville are ginned in our modern, six-stand gin plant, equipped with the latest cleaning machinery for handling machine-picked cotton.

(6) Four of our modern tobacco barns, used in tobacco experimental work.



YOUR PROTECTION: Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O. K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O. K. TAG under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.

EFFECT OF GROWING CONDITIONS: Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

COKER'S PEDIGREED SEED COMPANY
Hartsville, S. C.